



*The Anticipation
of Your
Going Away*

will be more pleasant if you are prepared with proper luggage.

**Saturday and Monday Only
10% Reduction**

on Every Trunk, Bag and
Suit Case in the
Store.

YOU MEN WHO ALWAYS
LOOK FOR
"SOLID COMFORT"

You, too, can enjoy the summer-time. Our special

**Preparedness Sale of
Men's Wear**

affords you a splendid opportunity to buy your garments for summer wear at important savings.

Study These Values!



Men's Hosiery

Men's Fine Silk and
Fibre Silk Hose; in
black, tan, white and
fancy colors. Best for
summer wear. PRICES

**35c, 50c
and \$1**



Men's Palm Beach Suits

THE ONLY THING FOR
SUMMER WEAR

We have them in a large variety of
styles and patterns. PRICES FROM

\$5.95 to \$9.50

**Underwear
FOR MEN AND BOYS**

Just the right kind in either union suits or separate garments. We have and keep in stock a complete line of SUPERIOR AND MUNSING Union Suits for Men. Quality considered, our prices are always less than elsewhere.

An Exceptional Value in Mesh
Union Suits, for this sale. **65c**
The famous B.V.D. at the
suit. **\$1.00**



Shirts — Prepare!

WE HAVE THE SHIRT YOUR PAR-TICULAR TASTE DEMANDS.

Because we have them at all prices; in all materials and styles. Fine white and fancy negligee shirts from **.81 to \$1.50**. Soft shirts with military and flat collars with detached collars and soft cuffs. Best for hot weather wear. Prices from **.75c to \$1.50**. SPECIAL SPORT SHIRTS, in pique and pique. Cool and neat. A big value at **.75c and \$1.50**. We sell the world-famous Milton Goodman triple stitched ventilated work shirt. It has no peer. Our price is always **\$1.50**. In best materials and all wanted colors. Call and investigate our shirt department.

**A Great Straw
Hat at \$1.35
Prepare Now!**

Out of the most complete stock of New Straw and Panama Hats in Albuquerque at prices ranging from **\$1.35 to \$8.50**, WE PARTICULARLY RECOMMEND THIS GOOD LOOKING, STYLISH ROUGH STRAW MODEL WORTH **\$3** and on sale in all sizes at **\$1.35**.

FIFTY DOZEN SOFT SILK HATS for men and boys; worth **.75c and \$1.00**. EXCEPTIONAL. V & L U. E. CHOICE **50c**



MEN! GET ACQUAINTED WITH
Our All Year Leader

**Kirschbaum's Guaranteed
All Wool Suits for**

\$15.00

TO SEE THEM IS TO BUY

WE DO WHAT WE
ADVERTISE

BEYOND THE SHADOW OF A DOUBT You Must Prepare

For the Hot Summer Days to Come

The House of Plenty

Has Prepared for You Exceptional Values in Desirable Summer Wearables. This Summer Selling Event Begins

**Tomorrow — 9 a. m.
and Continues Monday, Tuesday and Wednesday**

Wonderful Preparedness Values in Summer Garments

for Men, Women and Children. Read every item. See our special window displays. Buy now and be prepared.

SATURDAY and MONDAY

Last Two Days of Our Great
Prepare for Summer Sale of

White Goods, Wash Goods, Dress Goods and Silks

See These Special Values—Now on Display

Satisfy That Parasol Desire

To introduce our new Parasols for summer wear, we will sell for Saturday and Monday only,

**All New Parasols at 10
Per Cent Reduction**



Buy Sandals for the Children Now

THEY'LL NEED THEM RIGHT AWAY

Extra Values in Barefoot Sandals

Sizes 5 to 8, worth \$1.00, at **75c**
Sizes 8 1/2 to 11, worth \$1.25, at **85c**
Sizes 11 1/2 to 2, worth \$1.50, at **\$1.00**

Coats and Suits at 20 Per Cent Reduction

You can prepare for your vacation now by buying a

COAT OR SUIT

SATURDAY AND MONDAY AT A SPECIAL REDUCTION OF 20 PER CENT on all Coats and Suits.

A Great Suit Special consisting of genuine Pido Beach and the popular new "Cool Kenny" Suits in several models and desirable colors. PRICED AT

\$7.75 and \$8.75



The Morning Plunge

FOR THE HOT DAYS—
NOTHING BETTER

tion that early morning bath. You'll enjoy it more if you prepare now by buying our SPLENDID BULACHED TURKISH BATH TOWEL (size 24x36) A **50c** quality,

ON SALE AT 25c EACH

CREPE KIMONA SPECIAL

Figured Serpentine Crepe and Imported Japanese Crepe Kimonos in a desirable assortment of styles and colors. SPECIAL **\$1.19**

GINGHAM AND RIPPLETTE PETTICOATS

Good quality twill in all
white and white with blue
collars. Sizes 6 to 20, a Spe-
cial Value at

50 cents

Middy Blouses

Good quality twill, finished
with head and silk lace in
all white and alabaster; also
white with blue and tan;
sizes 6-14. Special **\$1.25**

50 cents

WOMEN'S CORDUROY SPORT COATS

in Copenhagen, rose,
tan and white. AN
EXTRA VALUE
AT **\$3.88**

WOMEN'S CORDUROY SPORT SKIRTS

Several good styles in
white, rose and Copenhagen.
A SPE-
CIAL VALUE AT **\$3.69**

50 cents

CREPE GOWN SPECIAL

Several styles of white and
pink crepe gowns. CHOICE
AT **69c**

NAINSOOK GOWN BARGAIN

Fifteen styles of Nainsook
gowns; low neck, lace and
embroidery trimmed. SPE-
CIAL **\$1**

49c

CHILDREN'S GINGHAM DRESSES

Several styles in excellent
Gingham. Sizes 6 to 12.
CHOICE **50c**

CHILDREN'S MUSLIN DRAWERS AND KNICKERBOCKERS

Embroidery trimmed; sizes 2 to 12.
SPECIAL, TWO for **25c**

WOMEN'S UNION SUITS

of extra fine cotton.
Low neck, sleeveless,
with umbrella or cuff
knee. All sizes. A
regular **65c** value
SPECIAL AT **49c**

49c

Four Great Summer Values

No. 1—A full line of Linen and Rubberized Auto Suits; a complete line of styles and sizes; all special values and good models and priced from

75c to \$1.50

No. 2—Fibro Silk Sweaters in Green, Gold, Rose, Copenhagen, Purple and Black and White stripes. Values from **\$1.00** to **\$1.50**. EXTRA SPECIAL, CHOICE **\$1.95**

No. 3—House Dresses, good quality Gingham; well made and with several styles to choose from. Some with decorative aprons. EXTRA SPECIAL, CHOICE **\$1.95**

No. 4—Women's White Linen Tab Skirts; neatly made with yoke effect and finished with pearl buttons. All regular sizes. EXTRA SPECIAL, CHOICE **75c**

**Big Silk Special for
All This Week**

AN EXTRA SELECT GRADE OF YARD-WIDE TAFFETA
ALL COLORS AND BLACK; A BIG \$2.00 VALUE. PRE-
PAREDNESS SALE PRICE, PER YARD

\$1.43

JUST RECEIVED—100 new sample SPORT DRESSES in natural Shantungs combined with Green, Rose and Copenhagen stripes; Silverblooms in plain colors, combined with stripes, and Awning Striped Gabardines in Rose, Copenhagen and Green; priced from **\$7.50 to \$22.50**; on **10% Reduction** sale Saturday and Monday, a special offer, at

VERIFY THESE VALUES BY STUDY OF OUR WINDOWS

Golden Rule Dry Goods Co.

WE GIVE S.&H. GREEN
TRADING STAMPS